17. Express the common challenges face by customers while online shopping in technology based society.

18. Extend the merits and demerits of Digital media channel.

19. Describe the steps involved in online consumer decision making process.

20. Explain the measurement metrics for analyzing digital marketing data.

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APRIL/MAY 2025

23PCM12/23PCP12 — DIGITAL MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. List out the digital marketing application.

2. Define promotional marketing.

3. What is digital promotion?

4. Write note about Consumer Segmentation.

5. What does Meta-verse Marketing mean?

6. Write a note about affiliate marketing.

7. State any two points of Database Marketing.

8. Write briefly about process of Electronic Consumer Relationship.

9. Briefly interpret the term 'Word-of-mouth (WOM) Marketing'.

10. Bring out the measurement metrics of Youtube.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Determine the factors determining successful digital marketing.

Or

(b) Sketch the digital marketing channels to promote product or services of the company.

12. (a) Interpret the Online Marketing Mix in current scenario.

Or

(b) Exemplify the consumer segmentation in the marketing process.

13. (a) Express how to use social media for online campaign to reach more customers.

Or

(b) Summarize Interactive advertisement with examples.

14. (a) Retrieve the benefits of Electronic Consumer Relationship in Digital world.

Or

(b) Outline the process involved in data based marketing.

15. (a) Estimate the benefits of Gamification in marketing product or services through digital mode.

Or

(b) Paraphrasing demystifying digital marketing.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Predict the emerging trend in digital marketing in current competitive business environment.